

77-7257/2

21 April 1977

MEMORANDUM FOR: Deputy Director of Central Intelligence

SUBJECT: CBS Who's Who

1. This is an elaboration of the principal considerations involved in the decision on the merits of having a CIA segment of Who's Who. Both favorable and unfavorable views have been briefly expressed and documented in the memoranda by the participants in the April 11 meeting with CBS producer David Buksbaum, and Herb Hetu's memorandum (April 18) to the DCI summarizes basic staff positions and recommends DCI approval of the CBS request.

2. Supporting considerations:

a. A personality-oriented program would capitalize on the newsworthiness of the new DCI.

b. The producers of the program are ready to accommodate our security restrictions and requirements.

c. A fast-moving, "newsy" program, still riding its newness, and popular with a sizeable audience, provides a good vehicle for a few selected positive points about the CIA.

3. Opposing considerations:

a. At this juncture, particularly after the DCI has already been exposed personally on CBS Face the Nation, our objective should be to seek ways of giving the public an accurate and credible representation of the intelligence profession, its processes and institutions. We should put emphasis on getting a network (perhaps PBS) to do a serious documentary on American intelligence and the CIA.

b. There is universal concern about setting a precedent for press access that would become difficult, if not impossible, to sustain in the future. Holding out for a documentary approach would reduce competitive pressure; conversely, admitting one network to inside filming for the purpose

of a Who's Who type of feature would set a precedent for future topical requests from the visual media. This is not the kind of openness that we seek or that the public demands.



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